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TS 173272

CENTRAL INTELLIGENCE AGENCY

EXECUTIVE MEMORANDUM

OFFICE OF THE DIRECTOR

EXECUTIVE MEMORANDUM No. 36

DATE 20 August 1962

MEMORANDUM FOR:

✓ Deputy Director of Central Intelligence
DEPUTY DIRECTOR (PLANS)
DEPUTY DIRECTOR (INTELLIGENCE)
DEPUTY DIRECTOR (RESEARCH)
DEPUTY DIRECTOR (SUPPLY)
CONTROLLER
INSPECTOR GENERAL
GENERAL COUNSEL
ASSISTANT DIRECTOR
FOR NATIONAL ESTIMATES

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TS 173272
Series A
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DIRECTOR

UNITED STATES INFORMATION AGENCY
WASHINGTON

August 13, 1962

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MEMORANDUM FOR:

The Honorable
John A. McCone
Central Intelligence Agency

I thought you might be interested in the two June surveys attached.

It is obvious that the recent double orbit by the Soviet Union cosmonauts will have an adverse effect on the U.S. standing reflected in these June studies.


Edward R. Murrow

Attachments: (CONFIDENTIAL)

"U.S. vs. USSR Space Standing in Western Europe"
"Military Strength of Communist vs. anti-Communist Powers"

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CONFIDENTIAL attachments

CIA #173272
Series A
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The improvement over the past year in judgments about present (June) U.S. versus Soviet space standing is reflected also in anticipations of 10 years hence. These are appreciably more sanguine than a year ago, and in both West Germany and Great Britain add up to a predominant feeling that over the next decade the U.S. will take the lead.

1961 question: "And which is likely to be ahead 10 years from now -- the U.S. or the USSR?"

1962 question: "And which is likely to be ahead 10 years from now -- the anti-Communist or the Communist countries?"

No. of cases	Great Britain		West Germany		France		Italy	
	Jun/Jul '61	June '62	Jun/Jul '61	June '62	Jun/Jul '61	June '62	Jun/Jul '61	June '62
	(1283)	(647)	(1145)	(620)	(1330)	(615)	(1200)	(672)
Anti-Com. countries (US)	21%	33%	33%	37%	9%	12%	20%	21%
Communist " (USSR)	38	24	24	10	29	17	25	24
Neither	11	7	14	14	14	14	7	6
No opinion	30	36	29	39	48	57	48	49
	100%	100%	100%	100%	100%	100%	100%	100%
Net Favorable	-17	9	9	27	-20	-5	-5	-3

U. S. versus Soviet Space Standing in Western Europe - June, 1962

The latest series of USIA trend surveys in major West European countries add to prior indications that the U.S. is gaining on the USSR in general space standing, but make it equally evident that to catch up the U.S. still has some distance to go.

Trend measurements taken in June before the launching of Telstar suggest gains in all four countries over a year marked by the Shepard and the Glenn flights, but still a predominant inclination to judge the USSR ahead.

1961 question: "All things considered, which country do you think is ahead in space developments at the present time-- the U.S. or the USSR?"

1962 question: "Considering the anti-Communist and the Communist countries each as a group, which side would you say is ahead in space developments at the present time?"

No. of cases	Great Britain		West Germany		France		Italy	
	Jun/Jul '61		Jun/Jul '62		Jun/Jul '61		Jun/Jul '62	
	(1283)	(647)	(1145)	(620)	(1330)	(615)	(1200)	(672)
Anti-Com. countries (US)	7%	20%	12%	26%	2%	8%	11%	18%
Communist " (USSR)	78	50	67	34	30	64	62	48
Neither	6	10	9	19	8	10	7	9
No opinion	9	20	12	21	10	18	20	25
	100%	100%	100%	100%	100%	100%	100%	100%
Net Favorable	-71	-30	-55	-8	-78	-56	-51	-30

As indicated, the 1962 query was put less directly than in 1961, but it may be presumed that the more general phrasing still leaves the issue primarily one of U.S. versus USSR standing and hence does not materially affect the comparability of the measurements.

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Military Strength of the Communist vs. Anti-Communist Powers - June, 1962

West European judgments as to the total military strength of Communist versus anti-Communist countries have improved somewhat over the past year but still, on the average, have the Communist in the lead. These are the indications below from USIA's latest June trend study. Only in West Germany, of the four countries surveyed, does the opinion presently predominate that the anti-Communist countries are ahead in total military strength.

"Considering the anti-Communist and the Communist countries each as a group, which side would you say is ahead in total military strength?"

No. of cases	Great Britain		West Germany		France		Italy	
	Jun	Jul	Jun	Jul	Jun	Jul	Jun	Jul
	'61	'62	'61	'62	'61	'62	'61	'62
Anti-Communist countries	15%	22%	25%	39%	9%	20%	22%	29%
Communist countries	51	47	33	21	22	33	26	29
Neither, about equal	14	7	25	15	17	17	19	8
No opinion	20	24	17	25	52	30	33	34
	100%	100%	100%	100%	100%	100%	100%	100%
Net Favorable	-36	-25	-8	18	-13	-13	-4	0

The future is seen as somewhat more favorable than the present among those willing to hazard a guess. But again only in West Germany does the feeling clearly prevail, among those with opinions, that anti-Communist countries are likely to be ahead of Communist powers in total military strength.

"And which /anti-Communist or Communist countries/ is likely to be ahead in total military strength 10 years from now?"*

No. of cases	Great Britain		West Germany		France		Italy	
	Jun	Jul	Jun	Jul	Jun	Jul	Jun	Jul
	'61	'62	'61	'62	'61	'62	'61	'62
Anti-Communist countries	17%	26%	25%	39%	13%	14%	11%	23%
Communist countries	33	27	25	14	41	17	12	18
Neither, about equal	9	8	15	9	24	13	12	5
No opinion	41	39	35	38	22	56	65	54
	100%	100%	100%	100%	100%	100%	100%	100%
Net Favorable	-16	-1	0	25	-28	-3..	-1	5

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GROUP 3

U.S. versus Soviet military strength:

A specific comparison between U.S. and Soviet strength was not made in the present survey. But on the basis of 1961 standings, shown below, it is apparent that the U.S. would have to have improved a great deal to catch up with the Soviet Union. Arguing against any such degree of improvement is the current indication (reported in memorandum of August 8, 1962) that the U.S. is predominantly viewed as behind the USSR in military strength in nuclear weapons.

"All things considered, which country do you think is ahead in total military strength at the present time - the U.S. or Russia?"

No. of cases	Great Britain June/July '61 (650)	West Germany June/July '61 (573)	France June/July '61 (671)	Italy June/July '61 (600)
U.S. ahead	15%	26%	12%	22%
USSR ahead	56	38	43	29
Neither ahead	8	17	20	11
No opinion	21	19	25	38
	100%	100%	100%	100%
Net Favorable	-41	-12	-31	-7

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